

## Message Text

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21

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
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R 312201Z JUL 75  
FM AMEMBASSY SAN SALVADOR  
TO SECSTATE WASHDC 8732  
INFO USDOC WASHDC  
USIA WASHDC

UNCLAS SAN SALVADOR 3043

E.O. 11652: N/A  
TAGS: BEXP, ES  
SUBJECT: FY'75 COMMERCIAL ACTION PLAN(CAP) - FINAL HEPORT

REF: A) SAN SALVADOR A98, 7/26/74: FY 1975 CAP.  
B) SAN SALVADOR 4341, 11/1/74: QUARTERLY REVIEW OF FY'75 CAP  
C) SAN SALVADOR 0285, 1/23/75: FY'75 CAP: FIRST SEMESTER REVIEW  
D) SAN SALVADOR 1295 4/3/75: FY 1975 CAP: THIRD QUARTERLY REVIEW  
E) STATE 116028, 5/19/75: FY'75 CAP-EL SALVADOR

1. 1. CAMPAIGN NO. 1 - AGRICULTURAL MACHINERY & EQUIPMENT.  
DURING FY '75 WE WORKED IN THE CAMPAIGNS DESCRIBED IN CAP.  
WE WERE FULLY INVOLVED IN THE FIRST FOUR ACTIONS AND WE WERE  
UNABLE TO CARRY OUT ACTIONS 5 AND 6 BECAUSE OF LACK OF PROMOTIONAL  
MATERIAL (STATE 219576 OF 4-14-74).  
WE SUBMITTED 11 GOVERNMENT AND PRIVATE TRADE OPPORTUNITIES,  
FOR THE PURCHASE OF AGRICULTURAL EQUIPMENT AND SERVICES IN THE  
AMOUNT OF US\$5,862.00.

2. CAMPAIGN NO. 2 - FOOD PROCESSING AND PACKAGING EQUIPMENT.  
WE CARRIED OUT THE 1, 2, 3 AND 5 ACTIONS; ACTION 4 WAS NOT  
CARRIED OUT FOR THE REASONS CITED IN STATE 046364; AND  
ACTION 6 HAS BEEN CARRIED OVER FY '76 CAP.  
WE SUBMITTED A PRIVATE TRADE OPPORTUNITY FOR THE PURCHASE  
OF FOOD PROCESSING AND PACKAGING EQUIPMENT AND SERVICES IN  
THE AMOUNT OF US\$1,200,000.

3. CAMPAIGN NO. 3 - HEALTH CARE INDUSTRIES EQUIPMENT AND  
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INSTRUMENTATION. WE PROMOTED MEXICO TRADE CENTER'S

MEDICAL EQUIPMENT EXHIBITION (MAY 12-16/75) AMONG EL SALVADOR'S MEDICAL ASSOCIATIONS, MEDICAL EQUIPMENTS DISTRIBUTORS/REPRESENTATIVES AND PROFESSIONALS. RESULTING A HIGHER NUMBER OF VISITORS THAN DURING ALL PREVIOUS YEARS.

WE ALSO TRANSMITTED: (A) A GOVERNMENT TRADE OPPORTUNITY FOR THE PURCHASE OF MEDICAL/HOSPITAL EQUIPMENT/INSTRUMENTATION FOR 74 HEALTH POSTS AND HEALTH UNITS (SMALL RURAL CLINICS/HOSPITALS) AT AN ESTIMATED COST OF US\$ 500,000; AND FURTHER RELATED TO HOSPITAL/MEDICAL EQUIPMENT; (B) GOVERNMENT

TRADE OPPORTUNITIES FOR THE CONSTRUCTION OF 22 HEALTH POSTS/CLINICS AND FOR THE PURCHASE OF POTABLE WATER DISTRIBUTION PIPELINES FOR HEALTH AND SANITATION SERVICES OF THE MINISTRY

OF PUBLIC HEALTH, AT AN ESTIMATED COST OF US(900,000; AND (C) AND AIRGRAM (EWAPRWN APRIL 10, 1975) PROVIDING A SYNOPSIS OF HOSPITAL BUILDING AND EQUIPPING PROJECTS OF EL SALVADOR, FOR DISTRIBUTION TO INTERESTED U.S. SUPPLIERS.

4. CAMPAIGN NO. 4 - INDUSTRIAL EQUIPMENT.

SEE SAN SALVADOR A-175 OF 12/12/74.

5. CAMPAIGN NO. 5 - COMMUNICATIONS EQUIPMENT AND SUPPLIES.

WE SUBMITTED 6 GOVERNMENT TRADE OPPORTUNITIES, FOR THE PURCHASE OF COMMUNICATIONS EQUIPMENT AND SUPPLIES IN THE AMOUNT OF US\$75,000. WE CONTINUED OUR CONTACTS WITH THE GOES' TELECOMMUNICATIONS AGENCY (ANTEL). THIS PROGRAM IS A PART OF THIS POST'S MAJOR PROJECTS PROGRAM (SEE SAN SALVADOR A-32, 3-19-75) WHICH IS A US\$ 15.5 MILLION ESTIMATED PROGRAM. AT THE REQUEST OF TWO U.S. TELECOMMU-

NICATIONS CONSULTING FIRMS, THAT HAD BEEN ALERTED BY THE U.S. DEPARTMENT OF COMMERCE'S TOP PROGRAM DIVISION, WE AIR-MAILED EACH A SET OF BID REGULATIONS AND TECHNICAL TENDER SPECIFICATIONS, IN ORDER TO PARTICIPATE IN ANTEL'S TENDER NO. 7/75, FOR PROVIDING A BASIC AND TECHNICAL PLAN FOR EL SALVADOR'S TELECOMMUNICATIONS SYSTEM, UNDER AN ESTIMATED US\$100,000 CONTRACT.

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6. SURVEY CAMPAIGN: -

BY MARCH 19, 1975 WE SENT THIS POST'S MAJOR PROJECTS PROGRAM WHICH INCLUDES THE GOES' FIVE YEAR DEVELOPMENT PLAN (SAN SALVADOR A-32 AND A-33 OF 3-19-75). WE CARRIED THIS PROGRAM OVER TO 1976 CAP, WHICH IS NOW ONE OF OUR MAJOR PROGRAMS.

BY OCTOBER 15, 1974, WE SUBMITTED THE PRODUCTS WE RECOMMENDED AS BEST PROSPECTS FOR THE LAST YEAR AND WHICH WERE CLOSE BY

RELATED TO THIS CAP PROGRAM. (SAN SALVADOR A-143 OF 10-15-74).

7. GENERAL/SUMMARY

TRADE ASSOCIATIONS & PRIVATE ENTERPRISE HAVE INCREASED THEIR INTEREST IN THE FOREIGN BUYER GROUPS PROGRAM AND MEXICO TRADE CENTER SHOWS WHICH ARE CHOSEN AND PROMOTED BY THIS POST.

WE CONTINUE OUR CLOSE RELATIONS WITH USIS REGARDING THE VOA NEW PRODUCTS OF WHICH WE HAVE RECEIVED 600 PHONE QUERIES, 50 VISITS AND 15 LETTERS.

WE HANDLED APPROXIMATELY 1,800 VISITORS TO THE COMMERCIAL SECTION (AMERICANS, SALVADORANS AND THIRD COUNTRY); ANSWERED ABOUT 1,500 TRADE LETTERS AND 3,500 TELEPHONE CALLS; SENT IN OVER 450 WTDRS, 14 PRIVATE TRADE OPPORTUNITIES IN THE AMOUNT OF US\$5,083,000 AND 37 GOVERNMENT TRADE OPPORTUNITIES AND EARLY WARNINGS IN THE AMOUNG OF US\$75,468,000. COMMERCIAL LIBRARY FACILITIES WERE COMPLETELY REVISED AND BROUGHT UP-TO-DATE.

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## Message Attributes

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**Type:** TE  
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